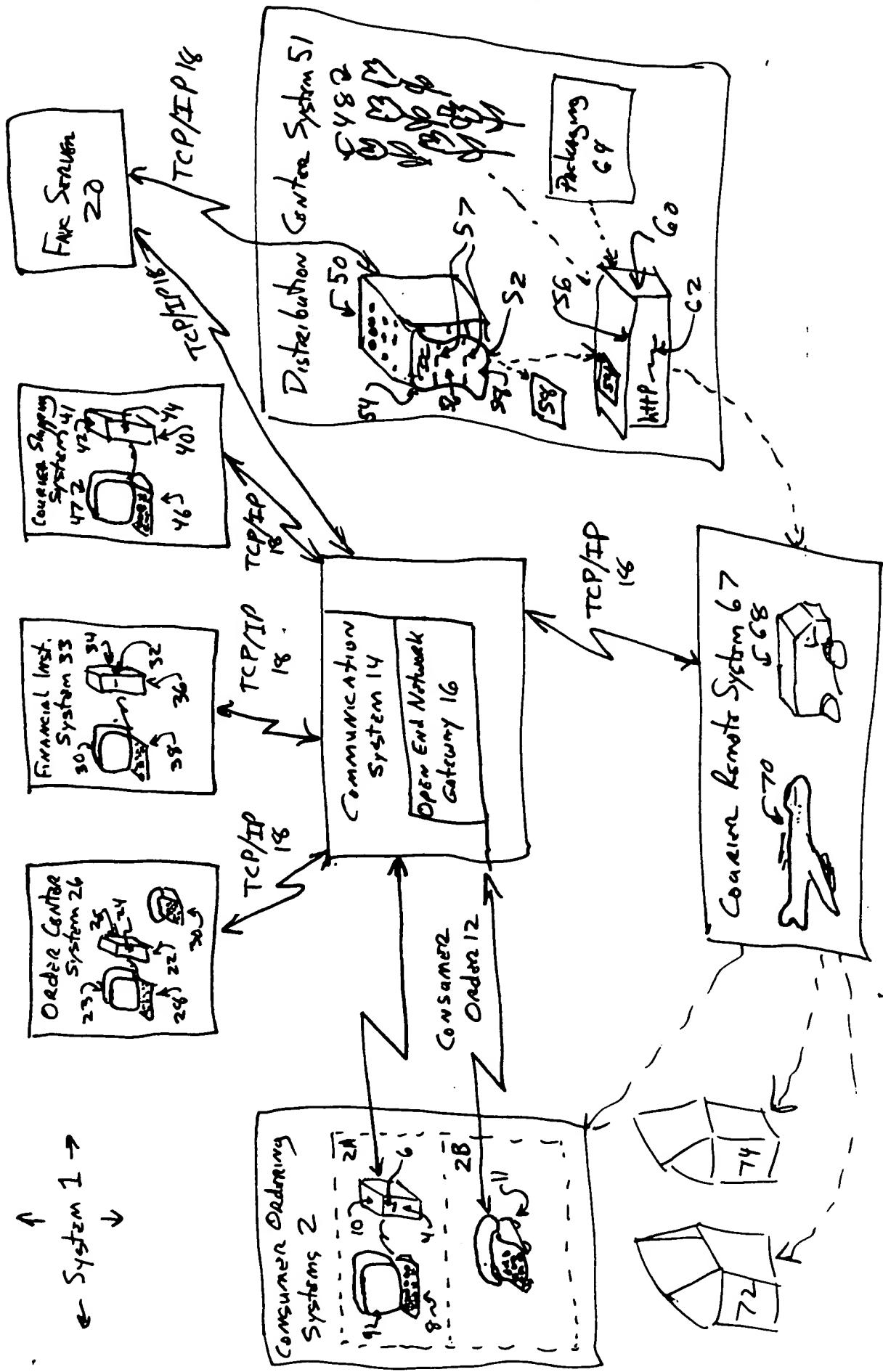


Fig 19 TCP/IP Overview

## OVERVIEW



**ORDER: Blue Irises [20IRIS ST]**

**Order Nr.: JSCHU8113300** Sheet 1 of 1  
**Quantity:** 1  
**Order Date:** 23-Apr-98  
**Deliver By:** 24-Apr-98

**Ship To:** Nicholas Rodgers  
Proflowers, inc.  
8436 S. Yarrow St.  
Littleton, CO 80123 US  
Phone: 303-555-5555

Fig. 2

Here's some roses for you to enjoy.

Jared Schutz



**SHIPPER'S FEDEX ACCOUNT NUMBER**



**FROM:** ProFlowers.com  
850 Mitten Rd

PHONE: (303)415-9806

**TO:** NICHOLAS RODGERS  
PROFLOWERS, INC.  
8436 S. YARROW ST.

PHONE: (303)555-5555

LITTLETON CO 80123

REF: JSCHU8113300 (1 of 1)



DELIVERY ADDRESS  
TRK # 7900 7803 4804 PRIORITY OVERNIGHT  
FORM ID: 0201

80123-CO-US

DEN

WN BJC

**FedEx.**

Federal Express

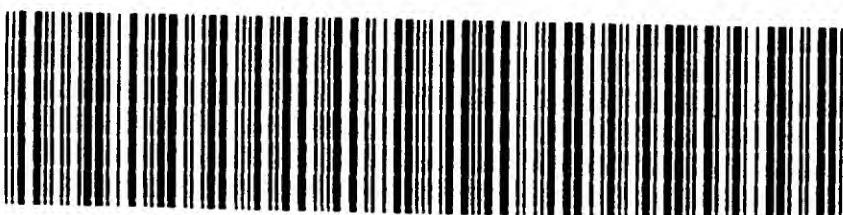
SHIP DATE: 23APR98  
MAN WGT: 5 LBS  
DIMMED: 34X8X6

**RELEASE#:**  
6208951

**FRI**

A1

**Deliver by:**  
24APR98



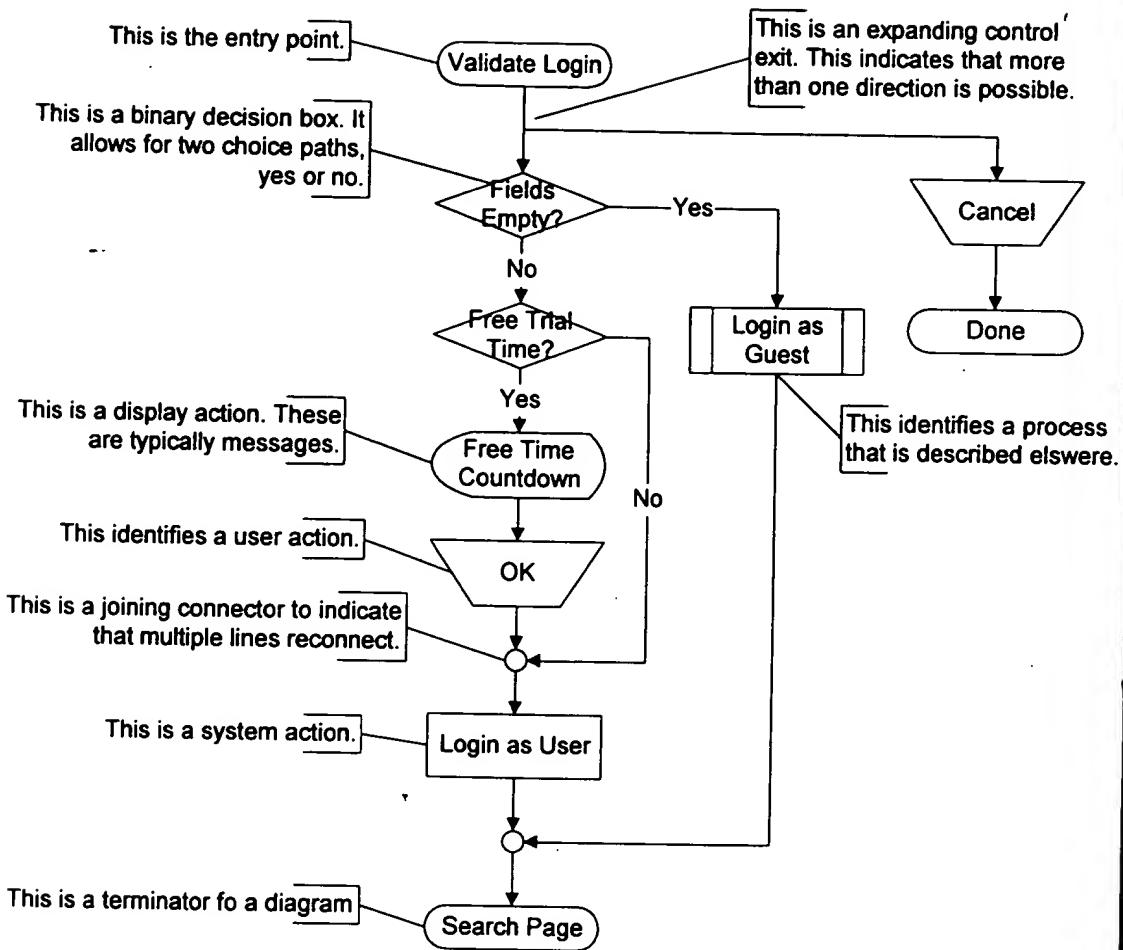
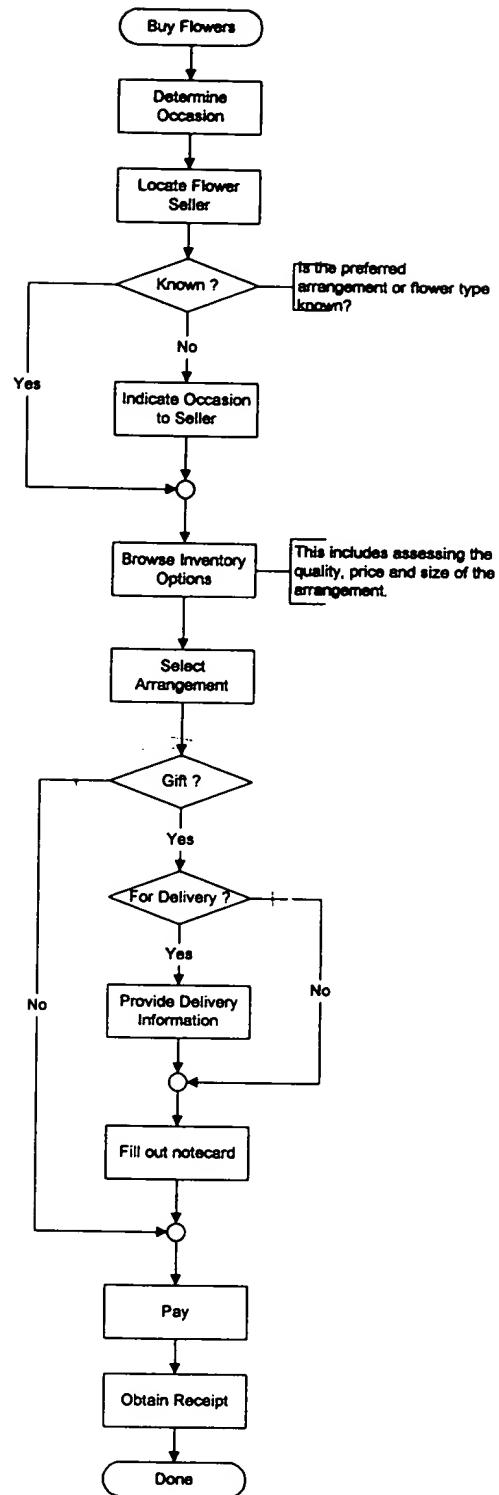


Figure 3 - Flow Diagram Example

TODAY'S DATE  
02/06/04

## TASK FLOW DIAGRAMS



**Figure 4 - Purchase Flowers in a Shop**

## SITE OVERVIEW

Flowers [Home] → Shop → ...by Occasion → Order Before? → Enter ID → Selected Recipient → Recipient Info → Billing Info → Confirm Order

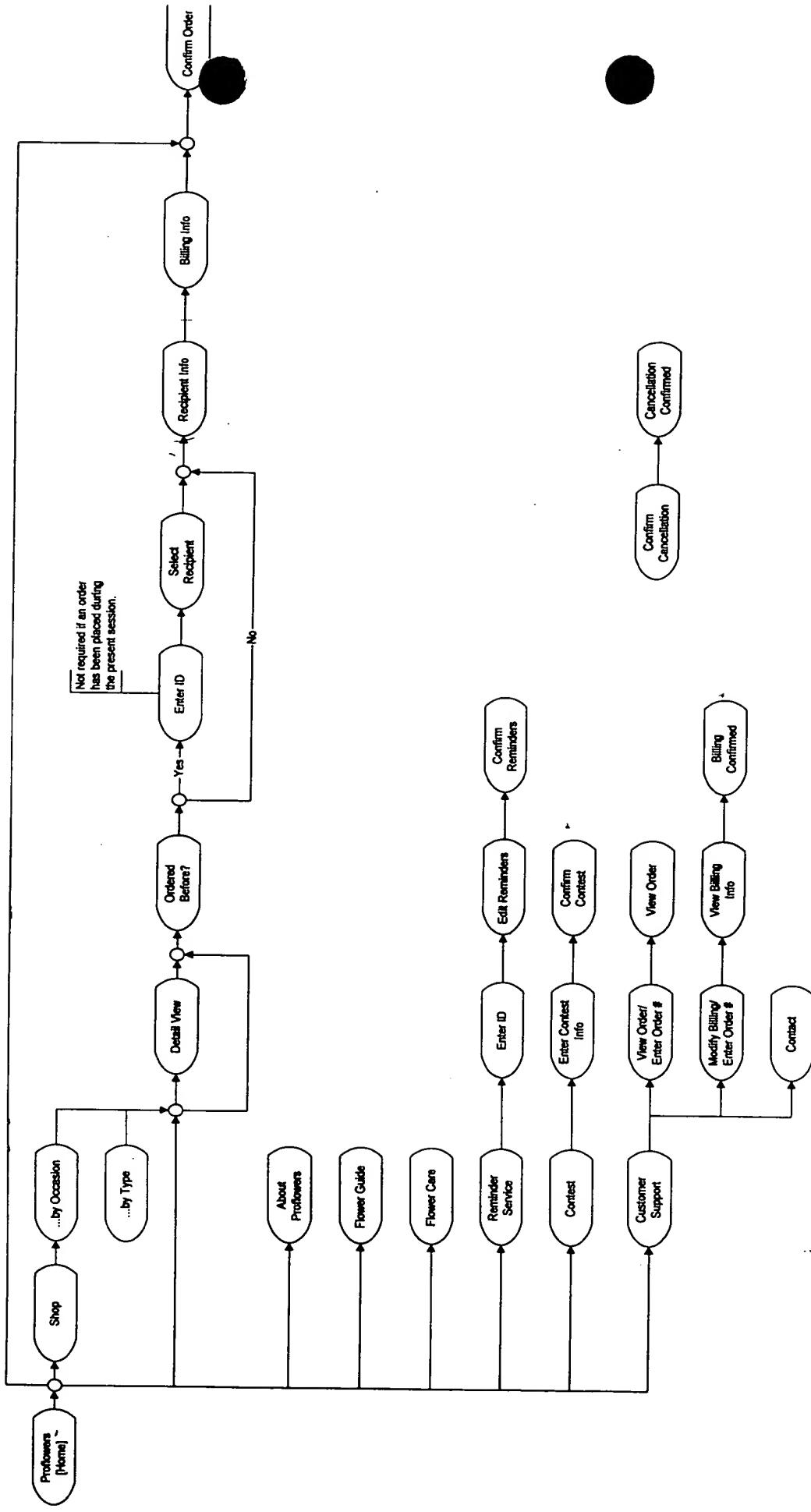


Figure 5 - Profowers.com Site Overview

T05020 "26592X60

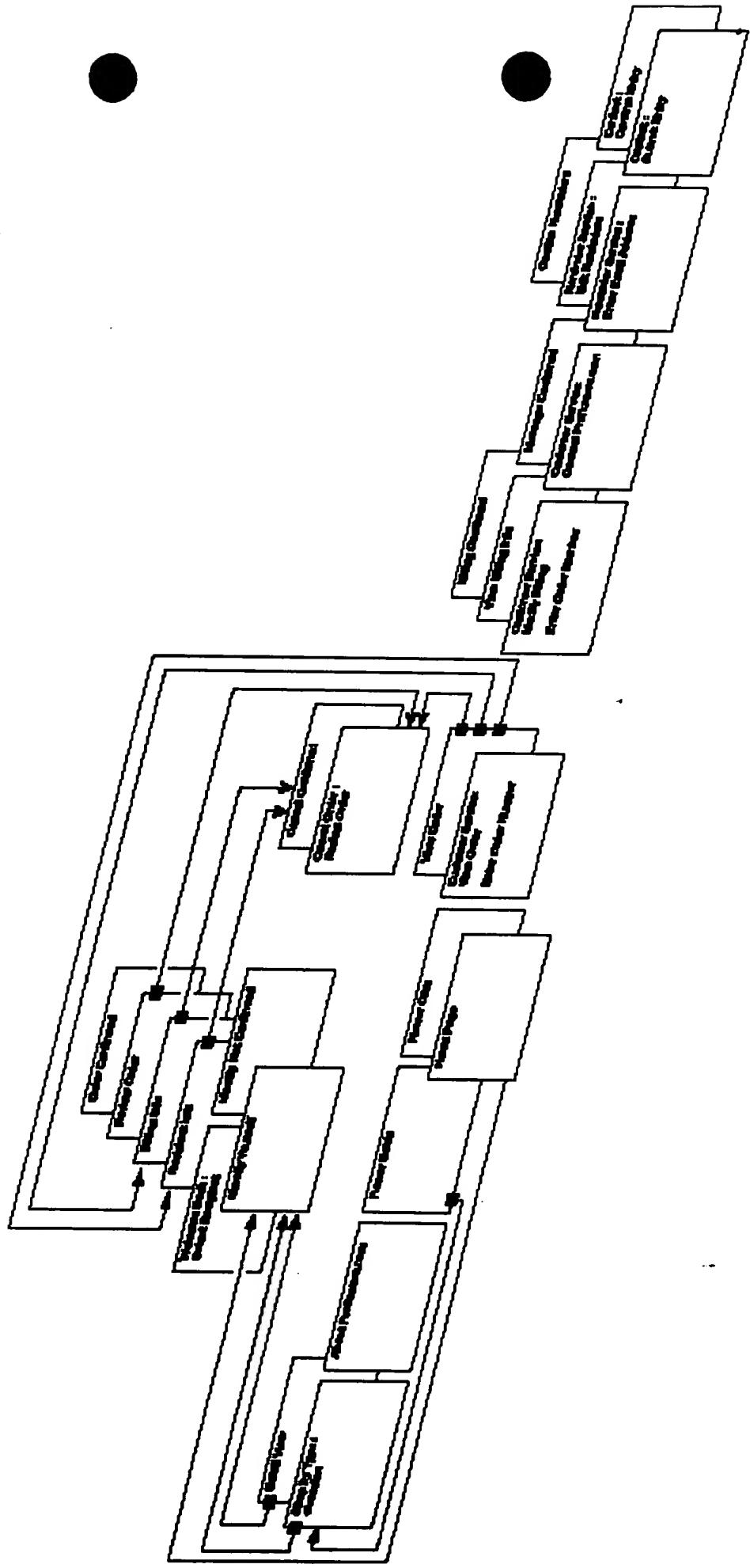
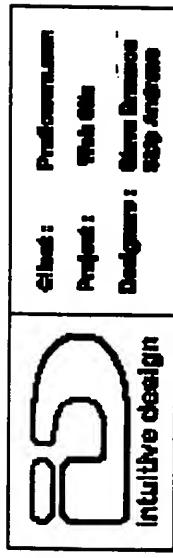


Figure 6 – Physical Overview

## NAVIGATION OVERVIEW

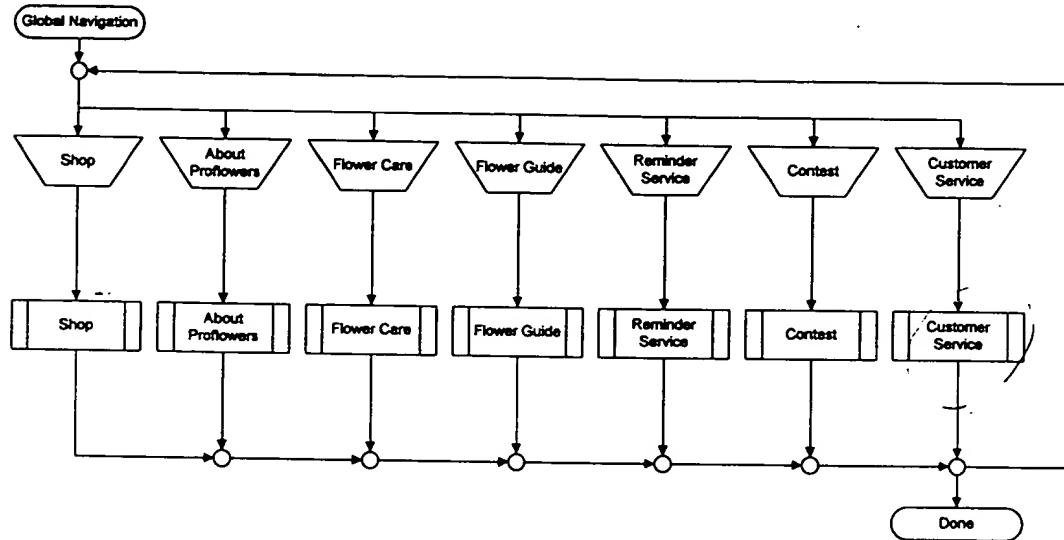
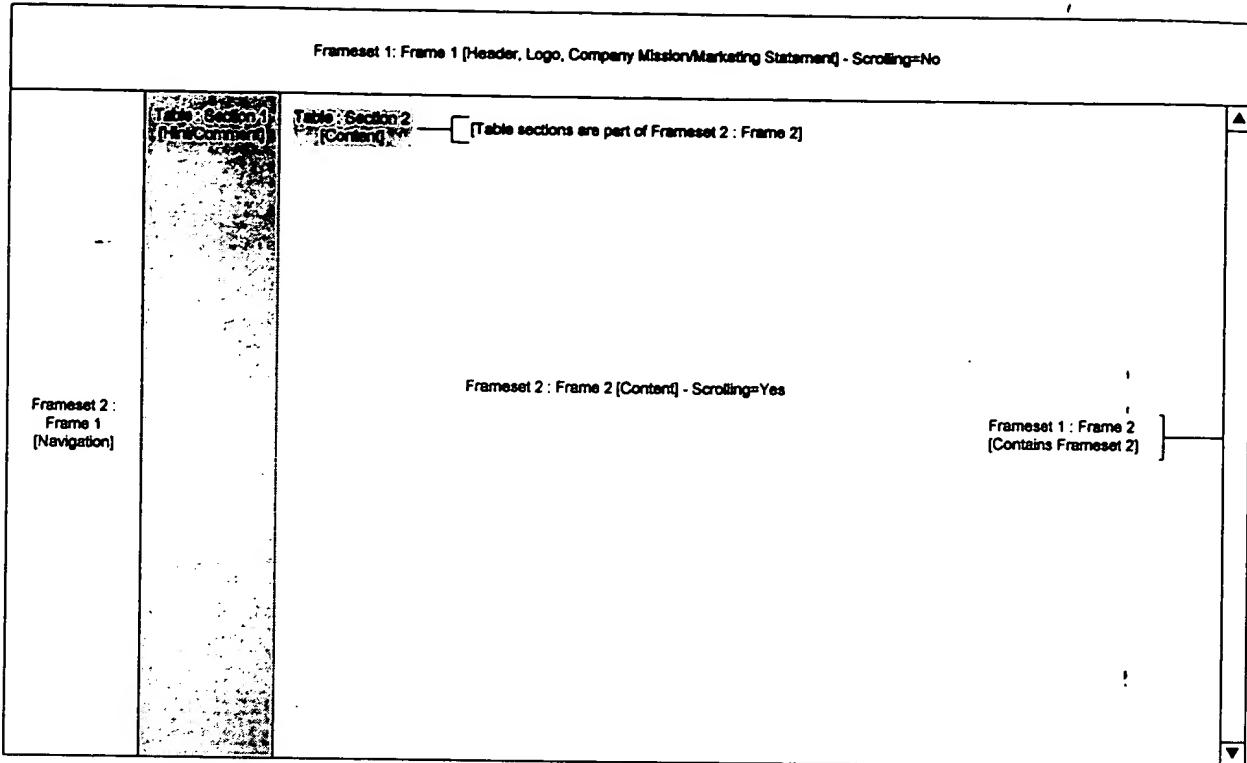


Figure 7 - Proflowers.com Navigation Overview

## SCREEN DESIGN



**Figure 8 - General Framset Overview**

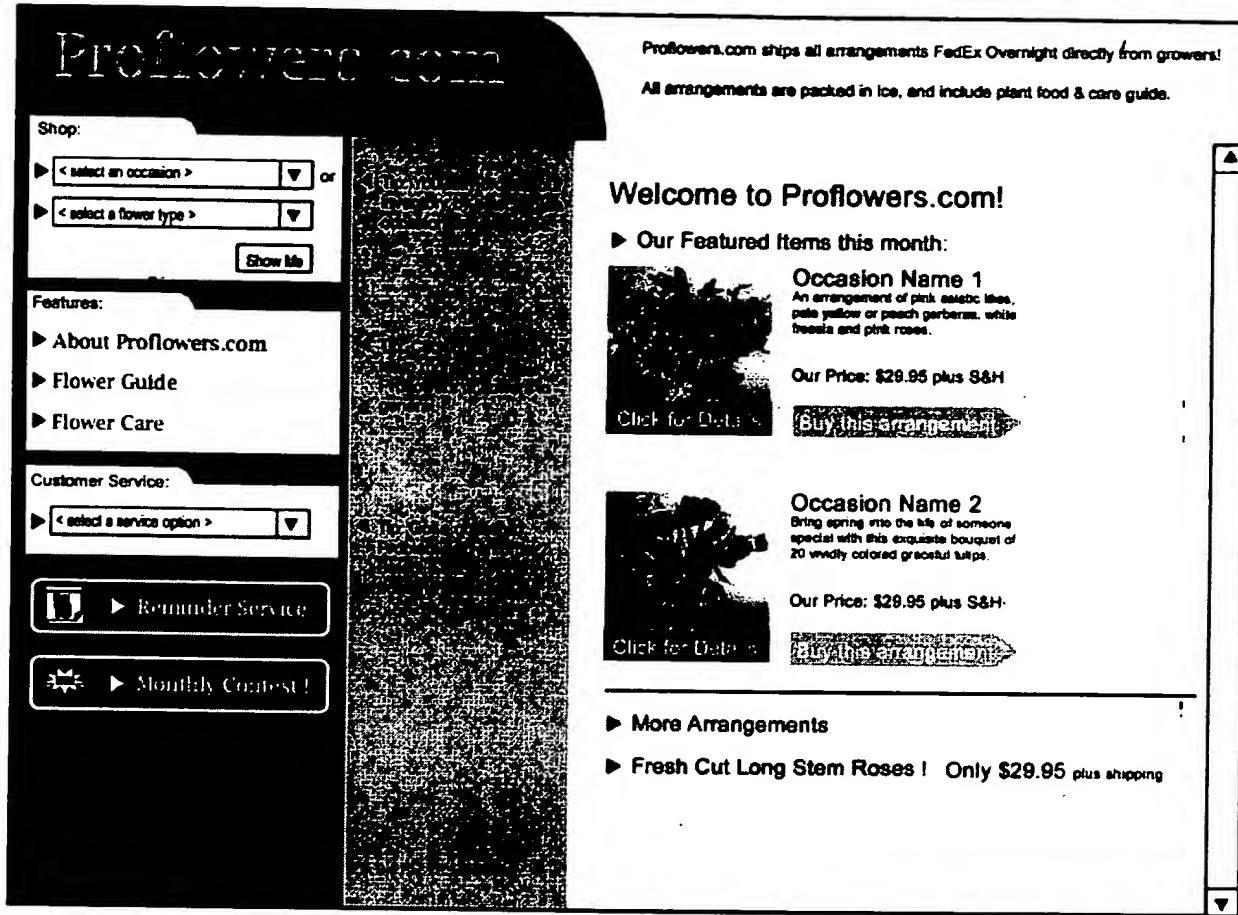


Figure 9 - Detailed Frameset Overview

**HOME PAGE**

**ProFlowers.com**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Welcome to Proflowers.com!**

► Our Featured Items this month:

**Occasion Name 1**  
An arrangement of pink astic lilies, pale yellow or peach gerberas, white freesia and pink roses.  
Our Price: \$29.95 plus S&H  
[Buy this arrangement!](#)

**Occasion Name 2**  
Bring spring into the life of someone special with this exquisite bouquet of 20 vividly colored graceful tulips.  
Our Price: \$29.95 plus S&H  
[Buy this arrangement!](#)

► More Arrangements

► Fresh Cut Long Stem Roses! Only \$29.95 plus shipping

**Shop:**

► < select an occasion > ▼ or  
► < select a flower type > ▼  
[Show Me](#)

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option > ▼

 ► Reminder Service

 ► Monthly Contest!

**Figure 10 - Home Page**

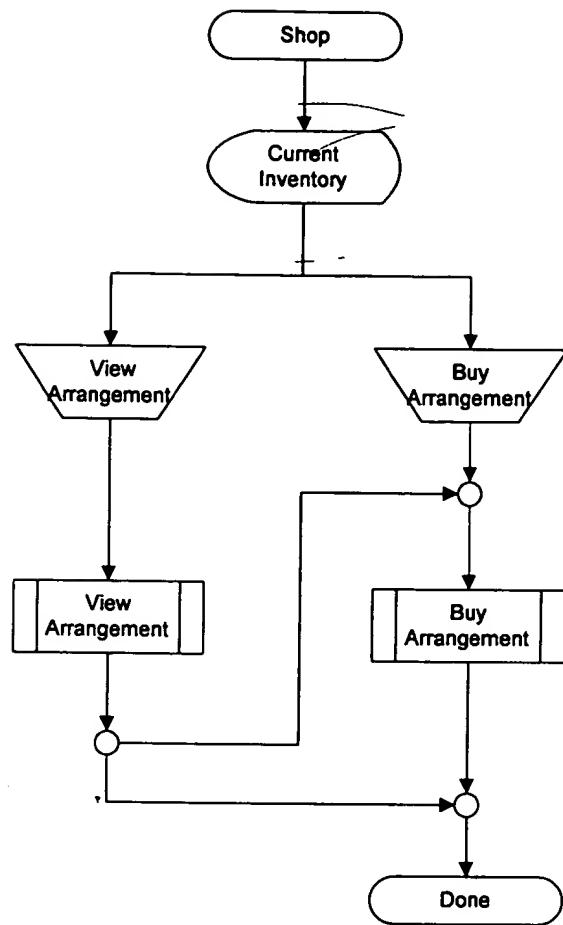


Figure 11 - Shopping Logic Flow

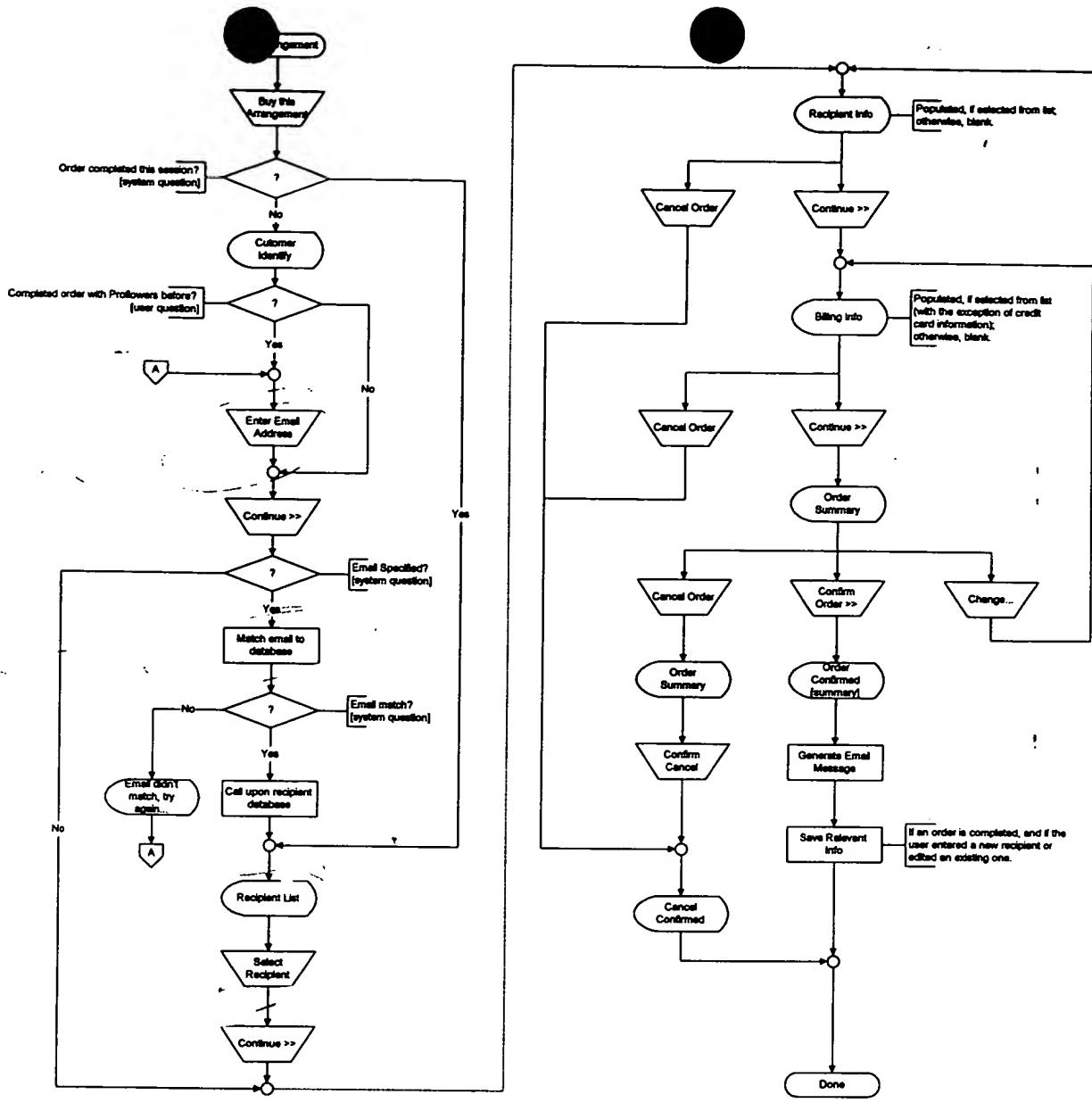


Figure 12 - Ordering Process Logic Flow

## SHOP BY OCCASION / FLOWER TYPE

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > ▼ or  
► < select a flower type > ▼  
[Show Me](#)

**Features:-**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option > ▼

 ► Reminder Service

 ► Monthly Contest!

[Home](#)

► Shop by Occasion / Type : Occasion / Type Name

  
[Click for Details](#)

**Occasion / Type Arrangement 1**  
An arrangement of pink Asiatic lilies, pale yellow or peach gerberas, white freesia and pink roses.

Our Price: \$29.95 plus S&H  
[Buy this arrangement](#)

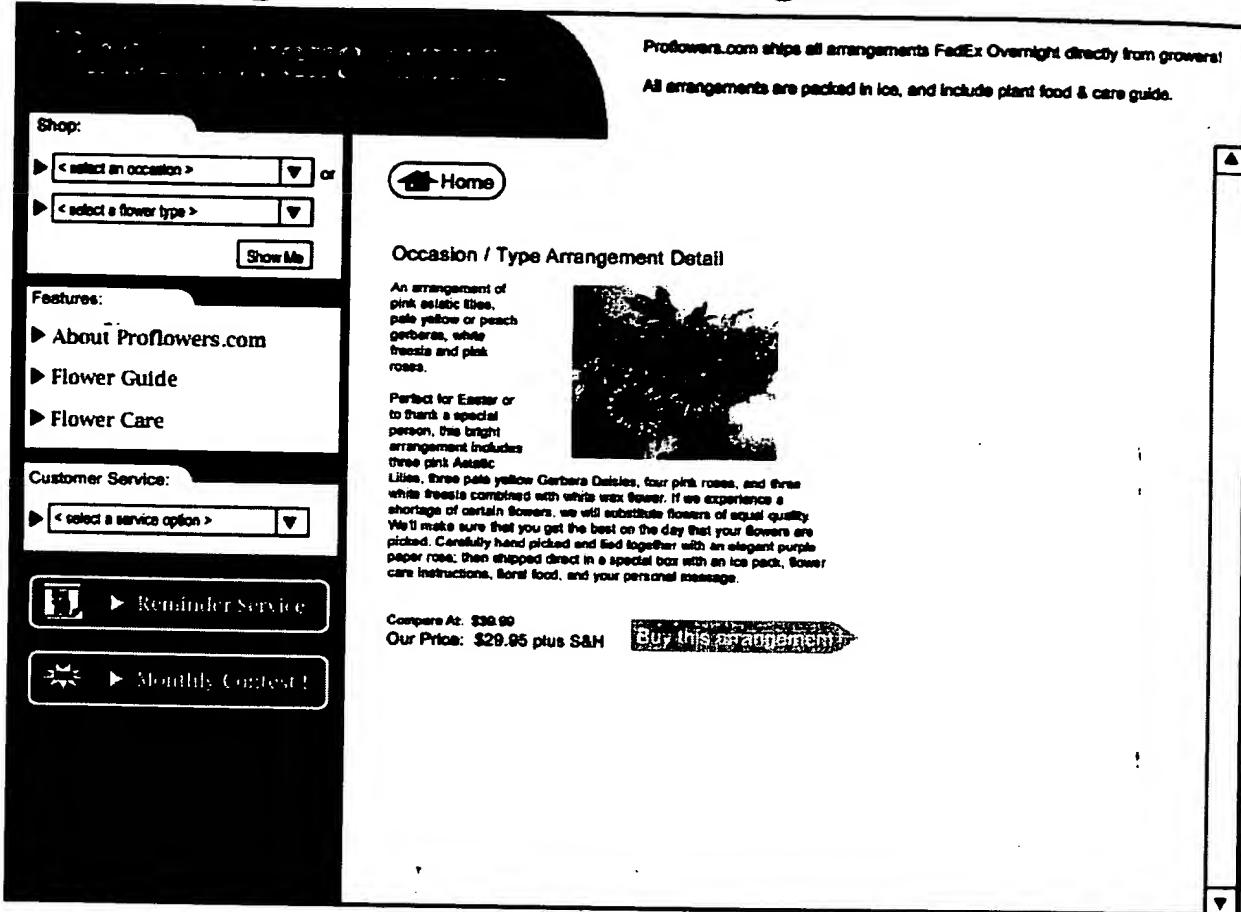
  
[Click for Details](#)

**Occasion / Type Arrangement 2**  
Bring spring into the life of someone special with this exquisite bouquet of 20 vividly colored gerbera daisies.

Our Price: \$19.95 plus S&H  
[Buy this arrangement](#)

Figure 13 - Shop by Occasion

## **ARRANGEMENT OF JOURNAL**



**Figure 14 - Arrangement Detail**

ପ୍ରକାଶକ ପତ୍ର ପରିଚୟ

## CUSTOMER IDENTIFICATION

The screenshot shows a web page for Proflowers.com. At the top, there's a banner stating "Proflowers.com ships all arrangements FedEx Overnight directly from grower!" and "All arrangements are packed in ice, and include plant food & care guide." Below this, a "Shop:" section contains dropdown menus for "Select an occasion" and "Select a flower type", with a "Show Me" button. To the right is a "Home" link. A central section titled "Tell us who you are..." contains two bullet points: "Placed an order before? Enter your email below:" and "New Customer? Just leave the space blank and click "Continue >>". Below these points is a text input field labeled "Your email address:". Underneath the input field is a small checkbox with the text "Proflowers.com feels strongly about our users' privacy. We will not distribute or otherwise make public your email address or other personal information." On the left side of the page, there are sections for "Features:" (About Proflowers.com, Flower Guide, Flower Care) and "Customer Service:" (Reminder Service, Monthly Contest!).

Figure 15 - Customer Identify

## CUSTOMER IDENTIFY (ERROR)

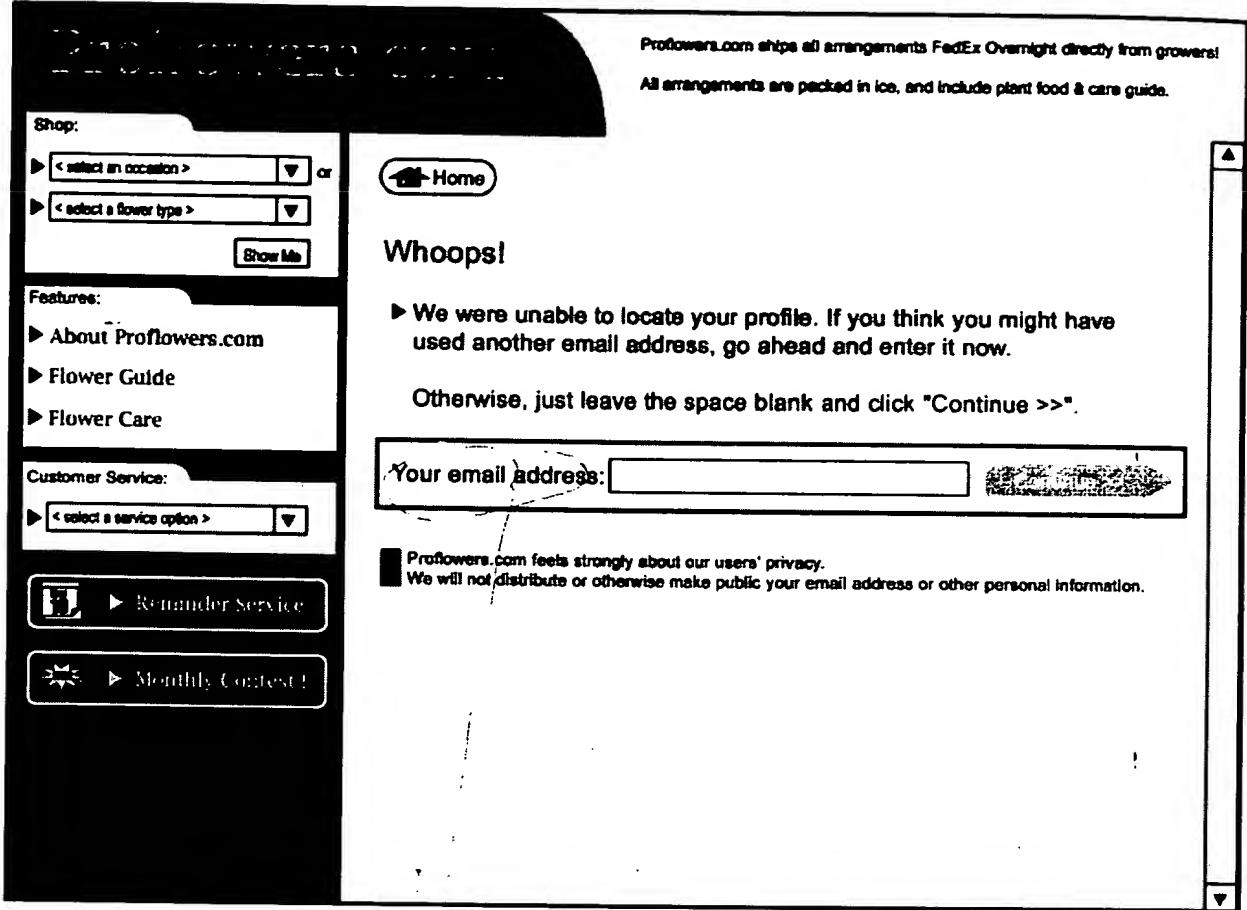


Figure 16 - Customer Identify Error

## SELECT RECIPIENT

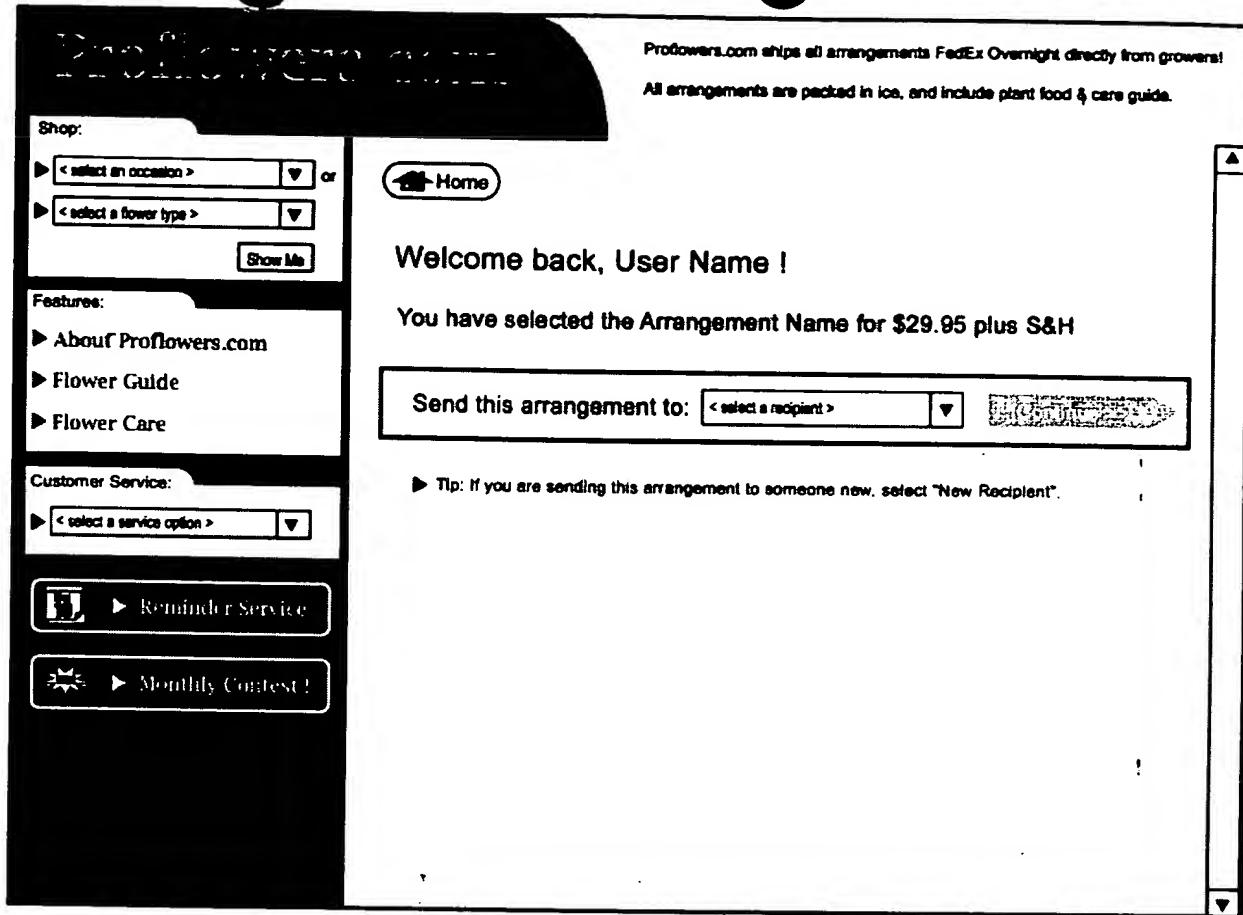


Figure 17 - Select Recipient

**RECIPIENT**

**ProFlowers.com**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > or  
► < select a flower type >

**Show Me**

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option >

**Reminder Service**

**Monthly Contest!**

**Home**

**Recipient Information** (\*) : mandatory fields

► Quantity:  arrangement(s) @ \$29.95 ea. plus S&H

► Card Message:    
To make sure the card prints correctly, please enter your message on the lines provided. Don't forget to say who it's from!

► Please ship to: Proflowers ships to the United States, its Territories, and Canada

First Name:  ✓  
Last Name:  ✓  
Address 1:  ✓  
Address 2:  ✓  
City:  ✓  
State/Prov.:  ✓ Zip/Postal Code:  ✓

► Delivery info:

Deliver On:  ✓  Okay to leave if recipient not present.  
Unchecking this option may cause delays leading to decreased freshness and additional service charges.

**Canceled Order**

**Figure 18 - Recipient Info**

## BILLING INFORMATION

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**  
► <select an occasion> or  
► <select a flower type>

**Features:**  
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**  
► <select a service option>

 ► Reminder Service

 ► Monthly Contest!

**Home**

**Billing Information:** (\*) : mandatory fields

► Please bill to :

First Name :  ✓  
Last Name :  ✓  
Address 1 :  ✓  
Address 2 :   
City :  ✓  
State/Prov.:  ✓ Zip/Postal Code:  ✓  
Phone :  ✓

► Billing method :

Credit Card:  ✓ Exp. Date:  (mm/yy) ✓  
Cardholder:  ✓  
Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure.

► Email Address:   
Your email address will be used to reconstitute your saved profile and to notify you if there are any problems with your order. It cannot be used to access your credit card information.

Please email me about special Proflowers.com offers and specials.

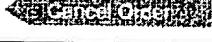


Figure 19 - Billing Information

## ORDER SUMMARY

The screenshot shows the Proflowers.com website's order summary page. At the top, there's a banner with the text "Proflowers.com ships all arrangements FedEx Overnight directly from growers!" and "All arrangements are packed in ice, and include plant food & care guide." Below the banner, there's a "Home" link. On the left side, there's a sidebar with sections for "Shop" (dropdown menus for occasion and flower type), "Features" (links to About Proflowers.com, Flower Guide, and Flower Care), and "Customer Service" (links to a service option dropdown, Reminder Service, and Monthly Contest). The main content area is titled "Review your order:" and contains instructions: "Please take a moment to review your order. If the information is correct, click "Confirm Order >>" to complete your order." Below these instructions, there are two recipient sections. The first section shows a recipient name "Happy Holidays" at "1234 Main St., Anytown, CA 90001" with a "Change..." button. The second section shows a recipient name "Sincerely, Sender" at the same address. At the bottom of the page, there are links for "Cancel This Order" and "Print This Order".

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

[Home](#)

**Review your order:**

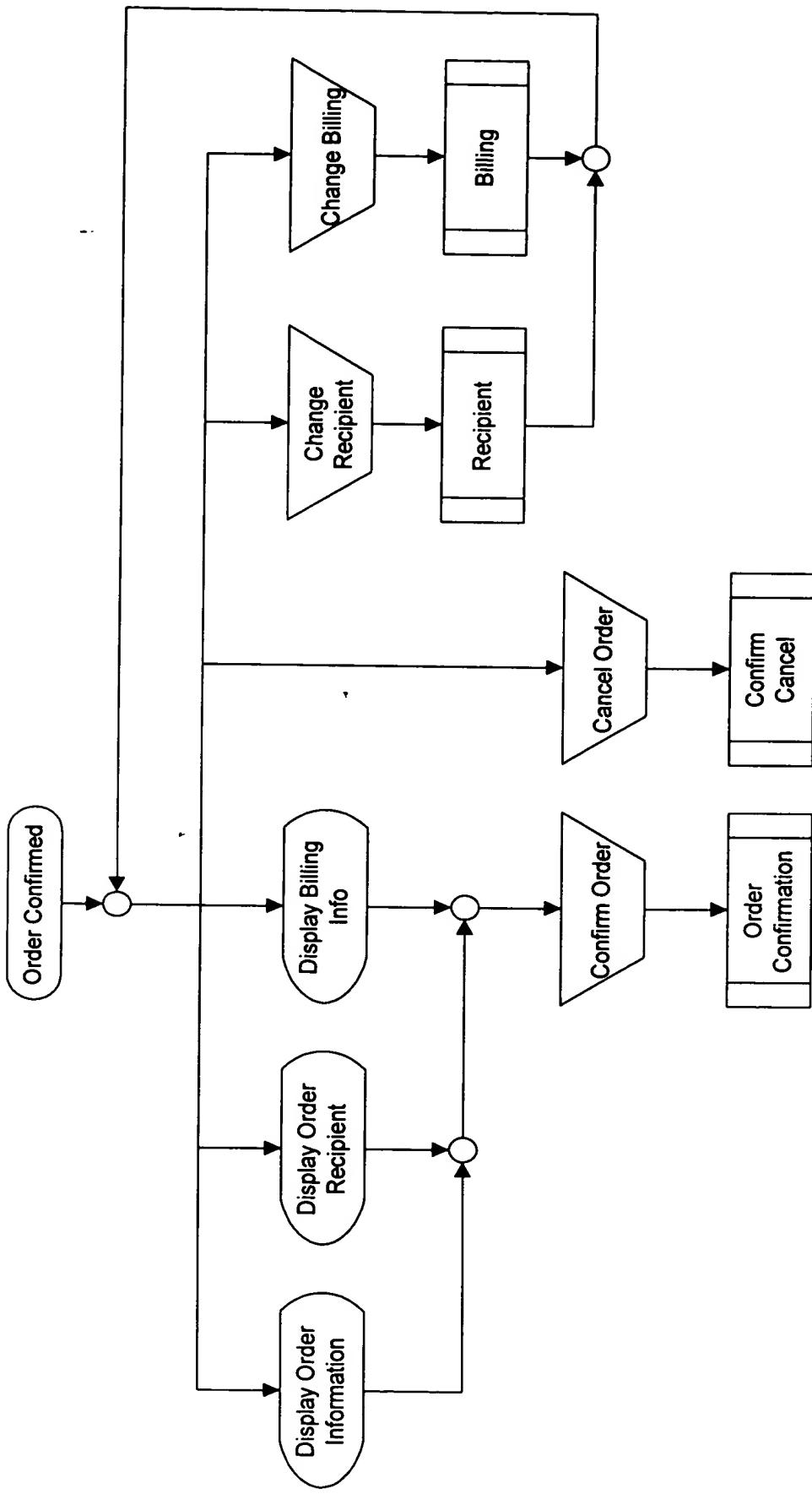
Please take a moment to review your order.  
If the information is correct, click "Confirm Order >>" to complete your order.

| Item Name         | 1                 | \$29.95                   | \$4.95 | \$34.80 |
|-------------------|-------------------|---------------------------|--------|---------|
| Recipient Name    | Happy Holidays    | 4/20/98                   |        |         |
| 1234 Main St.     |                   |                           |        |         |
| Anytown, CA 90001 | Sincerely, Sender | <a href="#">Change...</a> |        |         |
| Recipient Name    | 1234 Main St.     | <a href="#">Change...</a> |        |         |
| Anytown, CA 90001 |                   |                           |        |         |

[Cancel This Order](#) [Print This Order](#)

Figure 20 - Order Summary

**Logic Fig. 21**



## ORDER CONFIRMED

Proflowers.com ships all arrangements FedEx Overnight directly from growers.  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**  
► < select an occasion > or  
► < select a flower type >

**Features:**  
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**  
► < select a service option >

 ► Reminder Service

 ► Monthly Contest!

**Order Confirmed :**

Please print this page and keep it for your records.

You may track or review this order at a later time by selecting "View Order" from the Customer Support menu.

Order Number: **USERN888300**

| Item Name  | Quantity | Shipping | Total   |
|------------|----------|----------|---------|
| [REDACTED] | 1        | \$4.95   | \$34.80 |

Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001      Sincerely, Sender

Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001

Figure 22~ Order Confirmed

## ABOUT PROFLOWERS.COM

The screenshot shows the "About Proflowers.com" page. At the top right, there's a note: "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide." Below this, a "Home" link is shown. The main content area starts with a section titled "About Proflowers.com". It includes a "Great Quality" section with text about the freshness and guarantee of their flowers. A "Reminder Service" button is present. Another section, "We Appreciate Your Business", discusses the quality of their growers and imports. A "Monthly Contest!" button is also visible. On the left side, there are three dropdown menus under "Shop": "select an occasion", "select a flower type", and "Show Me". Below these are sections for "Features" (with links to "About Proflowers.com", "Flower Guide", and "Flower Care") and "Customer Service" (with a "select a service option" dropdown). The bottom of the page has a decorative footer.

Figure 23 - About Proflowers.com

## FLOWER CARE

The screenshot shows the Proflowers.com website with a focus on flower care. At the top, there's a banner stating "Proflowers.com ships all arrangements FedEx Overnight directly from growers!" and "All arrangements are packed in ice, and include plant food & care guide." Below this, there's a "Shop:" section with dropdown menus for "select an occasion" and "select a flower type", and a "Show Me" button. A "Home" link is also present. The main content area is titled "Flower Care" and includes a section titled "FOUR STEPS TO LONGER LASTING BOUQUETS". It provides four steps with corresponding tips:

1. Re-cut the end of each stem using a sharp knife or scissors.

This prevents air pockets from forming inside the stems which block water uptake into the flowers. Re-cut every three days or so.
2. Use clean vases or containers.
3. Remove all leaves which will be under water in the vase.

Submerged leaves will rot and create bacteria, shortening the life of your bouquet.
4. Add floral food, obtained in your shipping box, to the vase water.

Use the recommended amount for the size of your bouquet. Change the water (and floral food) every three to four days.

On the left sidebar, there are sections for "Features:" (About Proflowers.com, Flower Guide, Flower Care), "Customer Service:" (select a service option), and links for "Reminder Service" and "Monthly Contest!".

Figure 24 - Flower Care

## FLOWER GUIDE

The screenshot shows a web page from Proflowers.com. At the top right, there's a note: "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide." Below this is a navigation bar with a "Home" link. On the left, there's a sidebar titled "Shop:" with dropdown menus for "selected an occasion" and "select a flower type", and a "Show Me" button. Below this are sections for "Features:" (About Proflowers.com, Flower Guide, Flower Care) and "Customer Service:" (Reminder Service, Monthly Contest!). The main content area is titled "Flower Guide" and contains two sections: "The Rose" and "The Tulip".

**The Rose**

"The rose is one of the oldest flowers known to man, and still one of the most popular. Nebuchadnezzar used them to adorn his palace and in ..."

The Rose is the flower of love. It was created by Chloris, the Greek goddess of flowers, but of a blushing body of a nymph which she found one day in a clearing in the woods....

Quoted from Pickles, Sheila. *The Language of Flowers* (New York: Harmony Books, 1989).

**Red Roses**  
Red roses signify love, blah blah blah...

**White Roses**  
White roses signify innocence and purity, blah blah blah...

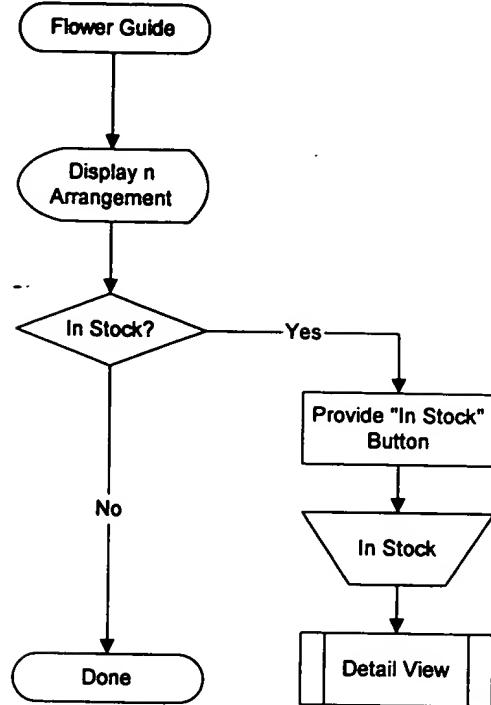
**The Tulip**

"Perhaps best known for their tulips, Holland has blah blah blah..."

**Red Tulips**  
Red tulips signify undying devotion and love, blah blah blah...

Figure 25 - Flower Guide

**Logic Fig. 26**



## CUSTOMER SUPPORT : VIEW ORDER (IDENTIFY)

The screenshot shows a web page titled "CUSTOMER SUPPORT : VIEW ORDER (IDENTIFY)". On the left side, there is a sidebar with sections for "Shop", "Features", and "Customer Service". The "Shop" section contains dropdown menus for "select an occasion" and "select a flower type", with a "Show Me" button. The "Features" section includes links to "About Proflowers.com", "Flower Guide", and "Flower Care". The "Customer Service" section includes a dropdown menu for "select a service option", a "Reminder Service" button, and a "Monthly Contest!" button. At the top right, there is a message about FedEx Overnight shipping and a note that arrangements are packed in ice. A "Home" link is also present. The main content area is titled "Customer Service : View Order" and asks the user to enter their order number. It includes a note about credit card information and a "Continue" button.

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:

► <select an occasion> or  
► <select a flower type>

Show Me

Features:

► About Proflowers.com  
► Flower Guide  
► Flower Care

Customer Service:

► <select a service option>

**Reminder Service**

**Monthly Contest!**

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

► Home

► Customer Service : View Order

If you wish to check on your order's status or change any information, enter the Order Number:

Your Order Number:

Remember: credit card information cannot be accessed from this web site.  
Please leave the credit card information blank if you do not want to charge the card to be billed.

► Continue

Figure 27 - View Order (Identify Order)

## CUSTOMER SERVICE : VIEW ORDER (ORDER SUMMARY)

Proflowers.com ships all arrangements FedEx Overnight directly from growers.  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
► <select an occasion> or  
► <select a flower type>

Features:  
► About Proflowers.com  
► Flower Guide  
► Flower Care

Customer Service:  
► <select a service option>  
 Reminder Service  
 Monthly Contest!

► Customer Service : View Order

Order Summary

| Item Name      | Quantity | Price   | Shipping | Total   |
|----------------|----------|---------|----------|---------|
| Happy Holidays | 1        | \$29.95 | \$4.95   | \$34.80 |

Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001      Sincerely, Sender

Delivery Date: 4/20/98

Recipient Name: Happy Holidays  
1234 Main St.  
Anytown, CA 90001      Sincerely, Sender

Figure 28 - View Order (Order Summary)

## CANCEL ORDER (REVIEW)

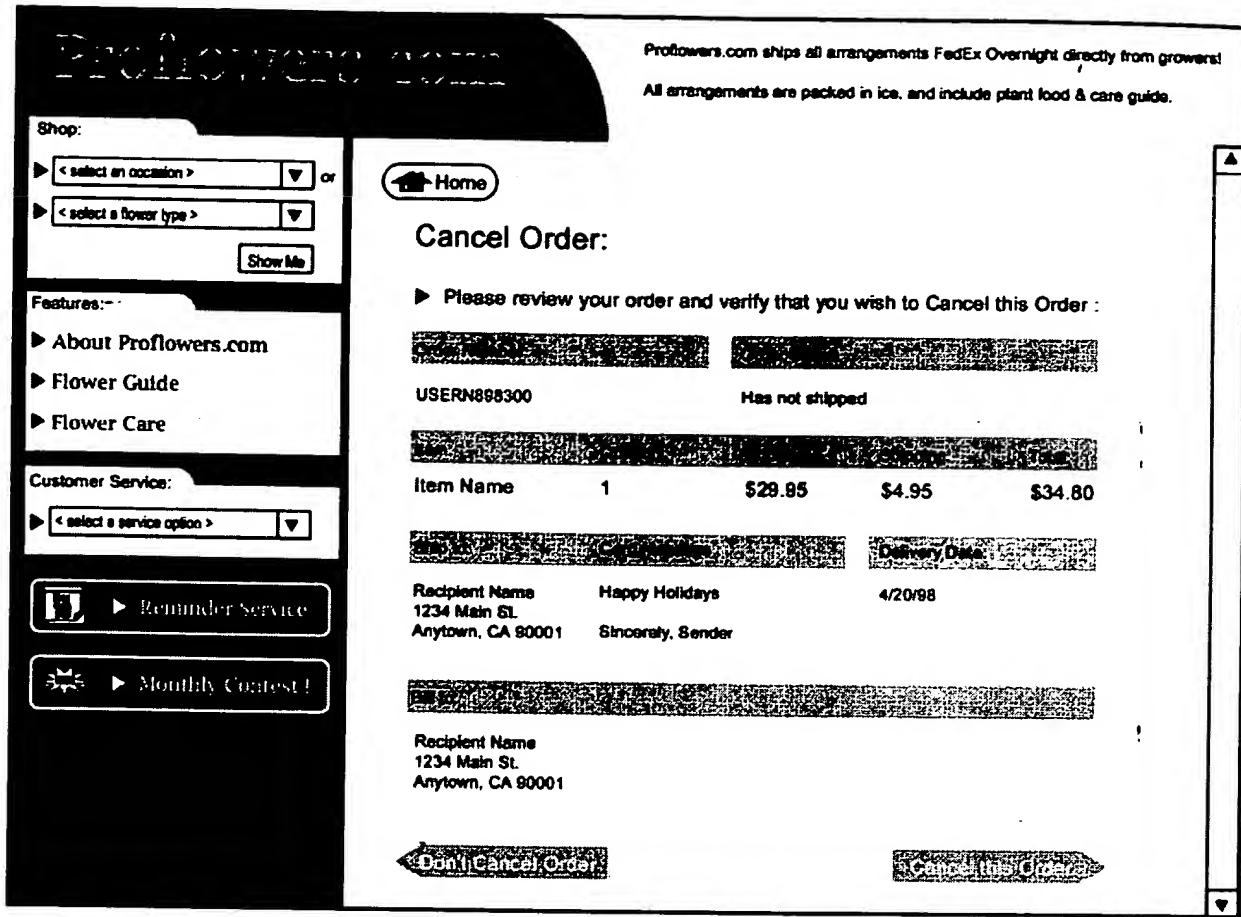


Figure 29 - Cancel Order Review

## CANCEL ORDER (CONFIRMED)

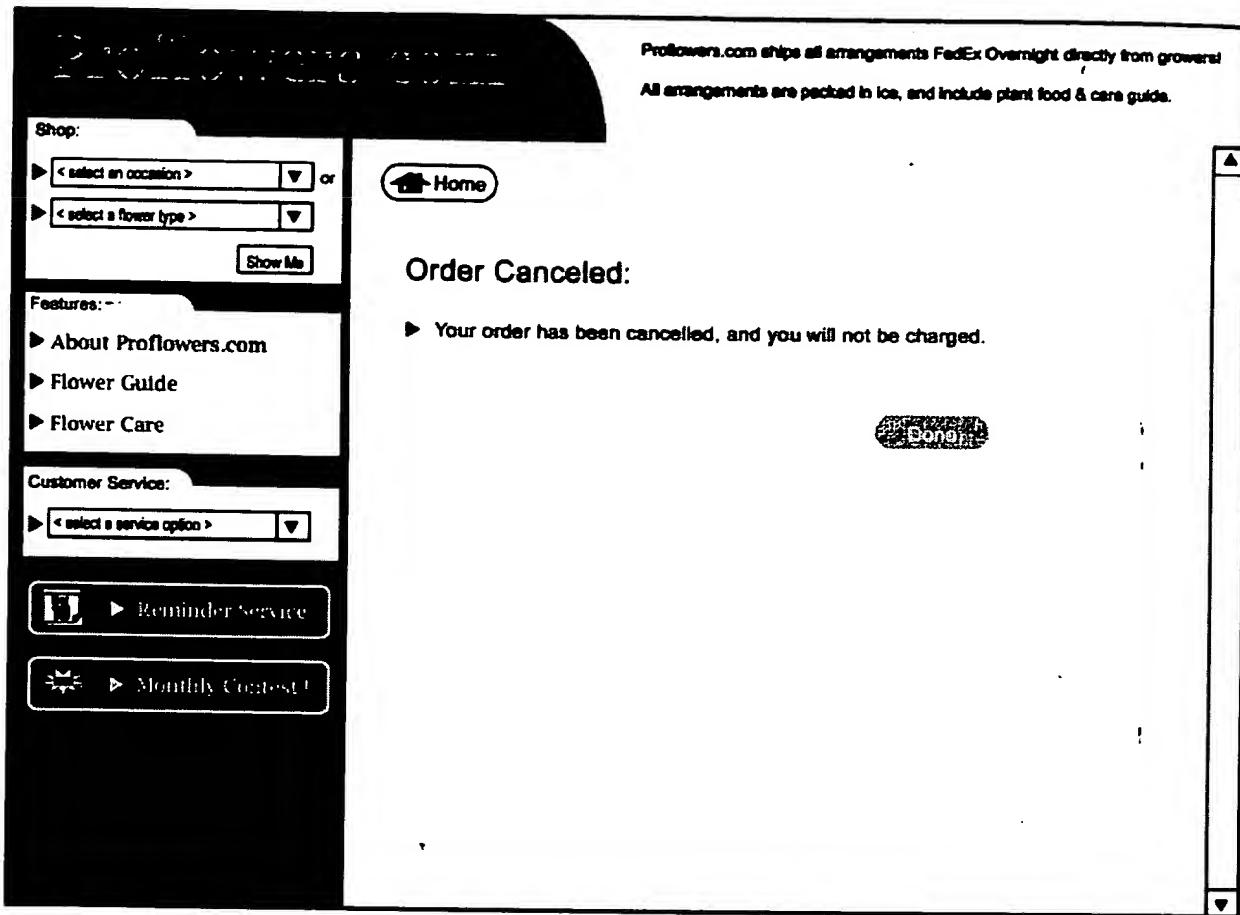


Figure 30 - Cancel Order Confirmed

## CUSTOMER SERVICE : MODIFY BILLING (IDENTIFY)

The screenshot shows the Proflowers.com website interface. At the top, there's a banner with the text "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide." Below the banner, there's a sidebar with "Shop:" dropdown menus for "select an occasion" and "select a flower type", a "Show Me" button, and sections for "Features:" (About Proflowers.com, Flower Guide, Flower Care), "Customer Service:" (select a service option), and links for "Reminder Service" and "Monthly Contest!".

In the main content area, there's a "Home" link, a section titled "Customer Service : Modify Billing", a question "Need to change your credit card or billing address?", and a note "Please enter the Order Number of the order for which you wish to modify the billing info:". Below this is a form field labeled "Your Order Number:" with a text input and a "SEARCH" button. A small note below the input field says: "Remember: credit card information cannot be accessed from this web site. Please leave the credit card information blank if you do not want to change the card to be billed."

Fig. 31

## MODIFY BILLING INFO

Proflowers.com ships all arrangements FedEx Overnight directly from growers.  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > or  
► < select a flower type >

Show Me

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option >

 ► Reminder Service

 ► Monthly Contest

**Home**

**Modify Billing Information:** (✓) : mandatory fields

► Please bill to :

Verify that your billing information is correct

First Name :  ✓  
Last Name :  ✓  
Address 1 :  ✓  
Address 2 :   
City :  ✓  
State :  ✓ Zip/Postal Code:  ✓  
Phone :

► Billing method :

If you received a notice that your card had been declined, enter new card information here :

Credit Card: < select card > ✓ Exp. Date:  (mm/yy) ✓  
Cardholder:  ✓  
Account #:  ✓

Your Credit Card information is stored on a separate server, and is completely secure

 Cancel Order  Continue

FIG. 32

## MODIFY BILLING (CONFIRMED)

The screenshot shows a web page from Proflowers.com. At the top right, there is a note: "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide." Below this, a "Home" button is visible. The main content area has a heading "Modify Billing Information : Confirmed". A message says "► Thank you! Your billing information was successfully updated, and we will continue processing your order immediately!" To the left, there is a sidebar with sections for "Shop", "Features", and "Customer Service", each containing several links. The "Shop" section includes dropdown menus for "select an occasion" and "select a flower type", and a "Show Me" button. The "Customer Service" section includes a dropdown menu for "select a service option".

Figure 33 - Modify Billing (Confirm)

## CONTACT PROFLOWERS.COM

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**

► < select an occasion > or  
► < select a flower type >

**Features:**

► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**

► < select a service option >

 ► Reminder Service

 ► Monthly Contest!

► Customer Service : Contact Proflowers.com

ProFlowers, Inc.  
2888 Bluff Street, Ste. 116  
Boulder, CO 80301

► Got a question or complaint?  
Just fill out the form below, and we'll get right back to you!

► Want to modify or cancel an order?  
Select "View Order" from the Customer Service Menu.

Your Email :

If this is regarding a specific order, enter the order number here:

Order # :

Message :

Figure 34 - Contact Proflowers.com

## CONTACT CONFIRMED

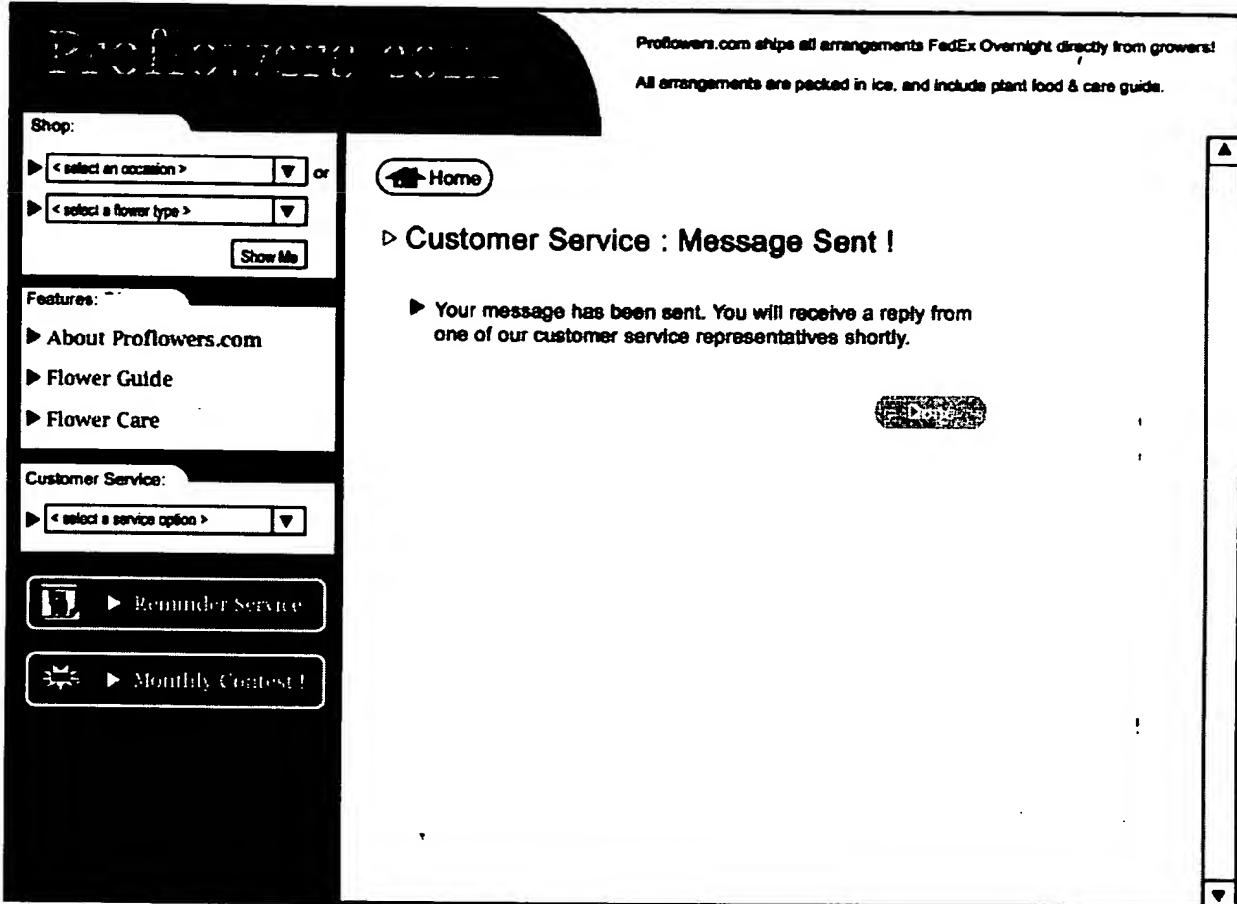


Figure 35 - Contact Confirmed

## REMINDER SERVICE

The screenshot shows the Proflowers.com website's reminder service section. At the top, there's a banner stating "Proflowers.com ships all arrangements FedEx Overnight directly from growers!" and "All arrangements are packed in ice, and include plant food & care guide." Below this, there are two dropdown menus: "Shop" (with options "select an occasion" and "select a flower type") and "Customer Service" (with "select a service option"). To the right of these is a "Home" button. A sidebar on the left lists "Features" such as "About Proflowers.com", "Flower Guide", and "Flower Care". Below that is another "Customer Service" section with a dropdown menu. On the right, under the heading "Reminder Service", there's a message encouraging users to never miss important flower days and to register for reminders via email. It includes a text input field for "Your email address" with a pencil icon for editing. A tip is provided: "If you've already registered with the Reminder Service, enter your email address to view and edit your reminders!". At the bottom, a privacy statement is present: "Proflowers.com feels strongly about our users' privacy. We will not distribute or otherwise make public your email address or other personal information.".

Figure 36 - Reminder Service

## REMINDER SERVICE (EDIT)

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**  
► < select an occasion > ▼ or  
► < select a flower type > ▼  
**Show Me**

**Features:** -  
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**  
► < select a service option > ▼

**Home**

**Reminder Service**

Your Email :

**► Reminders :**  
Your reminder will appear in your email 2 weeks before the specified date.  
► Tip: Is it a holiday? Just enter the holiday name and we'll do the rest! (Example: Mother's Day)

Occasion :  mm / dd  /   
  /   
  /   
  /   
  /   
  /   
  /   
  /

**Cancel** **Save Reminders**

Figure 37 - Reminder Service (Edit)

## REMINDERS CONFIRMED

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**  
► <select an occasion> ▼ or  
► <select a flower type> ▼

**Features:**  
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**  
► <select a service option> ▼

 ► Reminder Service

 ► Monthly Contest!

**► Reminder Service : Confirmed !**

Your Email : your-email@domain.com

**► Reminders :**  
Your reminder will appear in your email 2 weeks before the specified date.

|                   |         |
|-------------------|---------|
| Occasion :        | mm / dd |
| Mother's Day      | 05 / 10 |
| Spouse's Birthday | 06 / 20 |



Figure 38 - Reminders Confirmed

## CONTEST

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

Shop:  
► <select an occasion> or  
► <select a flower type>

Features:  
► About Proflowers.com  
► Flower Guide  
► Flower Care

Customer Service:  
► <select a service option>

Reminder Service  
 Monthly Contest!

► Monthly Contest

**FREE ROSES FOR MOTHER'S DAY**

Submit a brief story to us (no longer than one paragraph) about how flowers have made a positive impact in your life. If we choose to use your story, we will supply you with a dozen high-quality long-stemmed roses for delivery anywhere in the United States at no charge.

► Entry Form : (\*) : mandatory fields

First Name :  ✓  
Last Name :  ✓  
Email Address:  ✓  
Phone :  (  )  ✓

Your Story :

Figure 39 - Contest Entry

## CONTEST CONFIRM

Proflowers.com ships all arrangements FedEx Overnight directly from growers!  
All arrangements are packed in ice, and include plant food & care guide.

**Shop:**  
► < select an occasion > or  
► < select a flower type >

**Features:**  
► About Proflowers.com  
► Flower Guide  
► Flower Care

**Customer Service:**  
► < select a service option >

► Reminder Service  
 ► Monthly Contest !

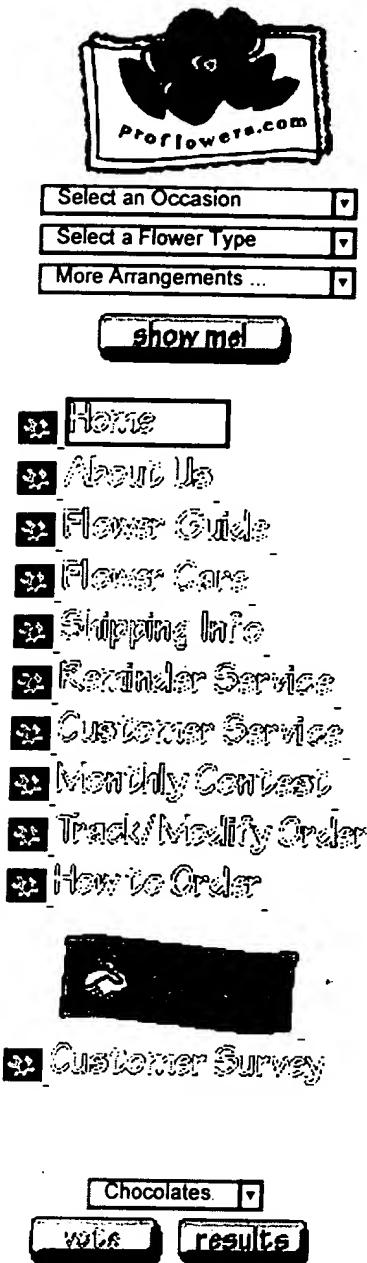
► **Monthly Contest : Entry Confirmed !**

Thank you for your contest entry.  
We will contact you if you are a winner !

First Name :  
Last Name :  
Email Address:  
Phone :  
Your Story :

**Figure 40 - Contest Entry Confirmed**

Fig. 41



## affiliates program

### Join the Proflowers Affiliates Program

Earn commissions of between 7% and 10%!

Flowers are a wonderful way to mark a special occasion or holiday and to say "I love you," "Congratulations," "Get Well," "Happy Birthday," "Happy Anniversary," or "Keep up the good work!" Flowers are also a big business. In 1996, American consumers purchased almost \$14 billion of flowers.

With Proflowers, you can offer your Web site visitors beautiful fresh cut flowers and specially designed arrangements that are shipped direct from the grower via FedEx Priority Overnight. Our fully automated system provides a direct link between the grower and FedEx, and the savings are passed along to the consumer. Your Web site visitors will save between 30% and 40% compared with other flower sites on the Internet.

Proflowers is pleased to announce that [bluemountain.com](http://bluemountain.com), the leading electronic greeting card site, has joined the Proflowers affiliate network.

What you need to do to join the Proflowers Affiliate Network:

1. Read our Affiliate Network Agreement.
2. Complete the online application.
3. If you're accepted, we'll send you all the information and tools that you need to get started.

[Frequently Asked Questions](#)

[Application Form](#)

[Affiliate Network Agreement](#)

Proflowers has been awarded a three star rating (the highest possible!) from [Refcri-It](#), a leading affiliate rating service.



Fig 42

DOM  
TRK#: [1 of 1] Order#: BJOHN1236000



CALIFORNIA NURSERY STOCK  
CERTIFICATE FOR INTERSTATE AND INTRASTATE  
SHIPMENTS

NO: A2251001

THIS PLANT MATERIAL OR NURSERY OR PREMISES FROM  
WHICH THIS SHIPMENT WAS MADE HAS BEEN INSPECTED  
AND FOUND FREE FROM ESPECIALLY INJURIOUS PLANT  
PESTS AND DISEASE SYMPTOMS.

THIS SHIPMENT NEED NOT BE HELD FOR INSPECTION IN CA  
Issued By: Humboldt County Agricultural and California

Department of Food & Ag.  
1220 N. Street, Sacramento, Ca 95814  
CONTENTS-CUT FLOWERS  
BOUQUET MIX

MON Updated Order 

ORDER: Christmas Wreath  
Order #: BJOHN1236000 [1 of 1]  
Quantity: 1

Customer Service  
Proflowers.com  
5005 Wateridge Vista Drive  
Second Floor  
San Diego, Ca 92121  
1.800.776.3569

Ship Date: 2/12/01  
**FedEx®**  
RELEASE #  
6208951

TO: Brad Johnson  
Proflowers  
3975 Gloria Lane  
Carlsbad, CA 92008 US  
858.729.2756

TUE  
Deliver By:  
14FEB01

REF: Order# BJOHN1236000

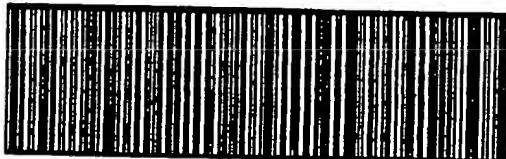
TRK #

FORM ID: 0201

System # 0008564 12FEB01

92008-CA-US SJC AA

A5 MRYA



Ship Date: 2/12/01  
Ship To: Brad Johnson  
Carlsbad, CA 92008 US

1-800-PROFLOWERS Order #: BJOHN1236000

#BJOHN1236000

F19 43



Dear Andrea,  
Happy Valentine's Day!!!  
I guess today, as good as any other day, I'm  
thankin ya for your friendship; you are truly  
cherished. Johnny Korn

ORDER: Blue Irises [20IRIS ST]  
Accessories: Fine Chocolates  
Order #: ASULT0251000 [1 of 1]  
Quantity: 1  
Deliver By: 2/14/00  
Ship To: Andrea Sultenfuss  
Florida Fantasies (Can Come True)  
3910 Irving Street - Harrison Building  
Rm 0517/Box 0204  
Philadelphia, PA 19104 US  
Phone: 215-417-8067

DOM  
TRK #: 472917938535  
Order #: ASULT0251000  
[1 of 1]

SHIPPER'S FEDEX ACCOUNT NUMBER

FROM: Customer Service  
PROFLOWERS  
3160 UPPER BAY ROAD  
ARCATA CA 95521  
TO: ANDREA SULTENFUSS  
FLORIDA FANTASIES (CAN COME TRUE)  
3910 IRVING STREET - HARRISON BUILD  
RM 0517/BOX 0204  
PHILADELPHIA PA 19104  
REF: ASULT0251000

PHONE: (619)454-9850

**FedEx.**

Federal Express

SHIP DATE: 12FEB00  
CAD #0061276  
MAN WGT: 0 LBS

PRIORITY OVERNIGHT  
BILL THIRD PARTY

RELEASE #: 6208951

SPU  
MON  
A1

Deliver by:  
14FEB00

